NEW PRODUCT PREVIEW

Western Foodservice & Hospitality Expo
75th Anniversary

There is no better place to source new food, new beverages, and new equipment than the Exhibit Hall at the The Western Foodservice & Hospitality Expo. See a sampling of the new products being introduced at this year's show!

Tempo & Domino Chairs

Grosfillex
Booth #2130
www.grosfillexfurniture.com

Tempo and Domino are versatile contemporary 2-color designer chairs with European design, strong metal legs, and hard wearing footpads. The chairs are designed for versatility in many contemporary environments from indoor commercial cafeterias and food courts to outdoors, where Grosfillex resin furniture already holds a leading market position.

Steve's Frozen Chillers Premium Smoothies

Steve's Frozen Chillers
Booth #2112
www.stevesfrozen chillers.com

The Steve's Frozen Chillers Premium Smoothies that can be made with any of our 30 flavors, or make your own favorite combinations and you have over 100 flavors. Add our non-dairy, shelf stable, gluten free smoothie mix (powder) in chocolate or vanilla. Our smoothies can be made in a frozen drink machine, ice shaver, or blender.

Table Tracker

Long Range Systems
Booth #1424
www.pager.net

Table Tracker is the new RFID table locating system for fast casual concepts. It's like GPS for your food runners. Table Tracker helps your food runners know exactly where to deliver orders so food is served fast and fresh with minimal labor.

AQUA

Long Range Systems
Booth #1424
www.pager.net

AQUA is the new waterproof and anti-bacterial guest pager. The slim design features double-sided advertising inserts and keeps out liquids and kill germs.

Shish Kabob Rotisserie

EmberGlo
Booth #2434
www.emberglo.com

EmberGlo offers a professional grade Powered Shish Kabob Rotisserie designed to be placed over a new or a modified existing EmberGlo 31C/F Gas Char-Broiler that automatically turns 10 skewers simultaneously ensuring an evenly cooked, hands-free, char-broiled taste to your menu items.

Halloween PlayCakes

Green County Foods, Inc.
Booth #1020
www.greencounty foods.com

"They're alive! With appeal, that is. Jack-O'-Lantern & Frank-N'-Stein PlayCakes are as cute as they are good. Moist cake and crème layers are blanketed in Swiss crème coating. Each Jackie & Frankie are decorated by hand to let the kid in all of us play."

Christmas PlayCakes

Green County Foods, Inc.
Booth #1020
www.greencounty foods.com

"Delightfully cute Santa and SnowTunes characters are full of smiles. Moist cake and crème layers are blanketed in Swiss crème coating. Each Santa and SnowTune is decorated by hand to let the kid in all of us play."

Bamboo Serving Ware

Bugambilia International, Inc.
Booth #1735
www.bugambilia.com

Bugambilia's Bamboo Serving Ware is designed as an environmentally friendly alternative to high-end disposables. The average cost per use is lower than the one time use of high-end disposables. Made from bamboo fiber, this reusable-disposable product is commercial dishwasher safe and biodegradable.

Rao's Homemade Pizza Sauce

Rao's Specialty Foods
Booth #1417
www.raos.com

Rao's, a market leader in the "Super Premium" Sauce category, is proud to introduce Rao's Homemade Pizza Sauce to the Foodservice Industry. Made in Italy using vine-ripened Plum Tomatoes & Cherry Tomato Puree makes it naturally sweet, rich, tasty and truly "Best of Class'

Activia® Frozen Yogurt by YoCream

YoCream International
Booth #1918
www.YoCream.com

Discover an exciting new way for your customers to enjoy the benefits of Activia® with creamy delicious Activia® Frozen Yogurt right from your soft serve machine. Activia® Frozen Yogurt is available from YoCream International in four delicious flavors: Vanilla, Peach, Strawberry and Blueberry. Activia® Frozen Yogurt, with Bifidus Regularis®, helps naturally regulate your digestive system when an 8 oz. serving is consumed daily for two weeks as part of a balanced diet and healthy lifestyle. For more information visit www.yocream.com or call 1-800-YOCREAM

Sugar Free Smoked Sockeye Salmon

Gerard & Dominique Seafoods
Booth #2247
www.gdseafoods.com

Smokemaster and European-trained Chef Dominique Place uses a fruitwood and hardwood blend to create his signature taste of the rich, red, robust wild Alaskan smoked Sockeye salmon. The result will thrill you and your patrons with every mouth watering slice.

TW3 Large Digit Multi-Function Timer

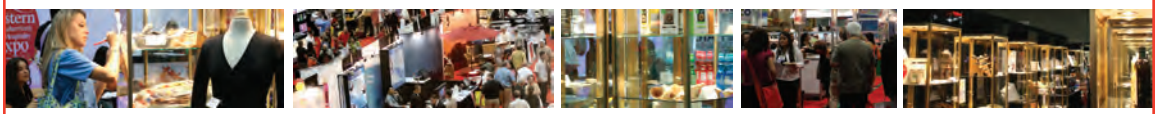
Cooper-Atkins Corporation
Booth #2333
www.cooper-atkins.com

Cooper-Atkins is proud to announce its New TW3 Large Digit Multi-Station Timer. It has a large 2.5" x 1.5" LCD and high pitch 70 decibel alarm that rings for 60 seconds. The TW3 is water resistant and multi-mountable with a built in belt clip, easel stand, wire hanger, magnet and photo hook. Easy to hang from coffee urns and thin enough to clip on to belts and fit on crowded table tops. The slim stainless steel design of the TW3 is extra durable and water resistant. Three simple buttons allow you to count up by minute or second and start / stop with one touch. The TW3 is an ideal timer for the kitchen environment.

Slim Line SL500 Yogurt Machine

Electro Freeze
Booth #1936
www.electro freeze.com

The slim line model SL500 will dispense two separate flavors or an equal combination of both flavors. High quality YOGURT, frozen treats from low-fat, non-fat, sugar-free ice cream to yogurt, custard and sorbet. This exclusive Electro Freeze design is simple to operate and easy to clean.



NEW PRODUCT PREVIEW

2012 Canter FE-Series Truck

Mitsubishi Fuso Truck of America, Inc.
Booth #2222
www.mitfuso.com

The all new Canter FE-series truck have been designed to "Deliver Lower Cost of Ownership". Up to 20% better fuel economy. 18,000 mile service intervals. Up to 2200 lbs. greater payload. And all backed by an Industry-Best 5-year Powertrain Warranty.

Zojirushi Air PotR Stainless Steel Beverage Dispenser (SR-AG38)

Zojirushi America Corporation
Booth #2330
www.zojirushi.com

Zojirushi is adding a 1 gallon capacity beverage dispenser to our current best selling Air PotR beverage dispenser line. In response to industry demand, we have doubled the standard 64 oz. capacity ideal for large volume coffee services.

Write-On Handheld for the iPod Touch

ASI/Restaurant Manager
Booth #2337
www.writeonhandheld.com

The Write-On Handheld is an app that runs on the iPod Touch and works seamlessly with the Restaurant Manager POS System. Servers can take orders and process payments right at tableside, using intuitive abbreviations and other common text messaging techniques.

Fast Eddy's by Cookshack FEC120

Cookshack, Inc.
Booth #1917
www.cookshack.com

This 100% wood-burning, pellet-fired smoker combines the features that have made the FEC100 the most popular manufactured pit on the cook-off circuit with the offset firebox of the FEC rotisserie units making the FEC120 the perfect choice for restaurants, caterers and competition cooks.

Draft Beer Control Systems & Wine Preservation

Us BeerSAVER Systems Inc.
Booth #1129
www.UsBeerSAVER.com

BeerSAVER Systems offers the best on-line draft beer control system in the hospitality industry. The BeerSAVER monitoring system accounts for every ounce of draft beer poured, and matches the data with every corresponding sale on your POS system. The information is real-time and is accessible online 24/7. WineSAVER keeps open bottles of wine winery-fresh for weeks at a time.

Freya

Walco
Booth #1423
www.walcostainless.com

Walco is proud to introduce Freya to its new product line. Freya is 18/0 design and its name stands for "Goddess of Love." It is a Scandinavian design featuring 420 stainless knives, forged handles in a mirror finish.

London Pattern China

VERTEX CHINA
Booth #1218
www.vertexchina.com

Vertex China presents our LONDON pattern, the essence of simplicity with an English style, bone white color that makes food irresistible. Low profile, glazed foot for superior stackability. High alumina clay for outstanding durability. Five-year Chip Warranty on flat pieces.

CityGrid®

CityGrid Media
Booth #1915
www.citygridmedia.com

CityGrid® is the largest content and advertising network for local businesses, reaching more than 140 million consumers each month.

Rezbook

CityGrid Media (Urbanspoon)
Booth #1915
rez.urbanspoon.com/rezbook-landing

Online reservations and table management without the hassle using Rezbook's sleek iPad application

Loyal Rewards® Social Media Marketing Service

Moving Targets
Booth #1306
www.LoyalRewards.com/socialmedia

Build relationships and drive restaurant sales with today's hottest online marketing tools. Loyal Rewards Social Media Marketing does all your networking for you. They create and setup your accounts on the top online social networks, including the most powerful "reputation monitoring" services.

Polycarbonate Ice Bucket and Tumbler Line

Thunder Group Inc
Booth #2329
www.thundergroup.com

Thunder Group's ice bucket and tumbler line is crafted in durable polycarbonate shatter proof material. Ice buckets are in sizes of 3.7 Qt and available with PC tong. While, our tumbler lines are easily stackable in sizes of 10oz to 24oz and available colors in assort colors.

TruVection

Southbend
Booth #2324
www.southbendnc.com

Patented, high efficiency, non-clog, Inshot burners 52,000 BTU (NAT or LP) per deck Available in standard depth Single deck TruVection oven is 26-1/4" in height Can stack up to 3 units or modular equipment can sit on single deck

Floor Sink Cover

Tundra Specialties
Booth #1024
www.etundra.com

Helps eliminate step in hazards & unwanted debris from entering drains! Diamond plating surface, made of tough molded plastic, molded edges allow for easy equipment traffic, two finger tabs allow for easy removal, load capacity 250 lbs.

Millennia Primary 4

Mercer Cutlery
Booth #2121
www.mercercutlery.com

Millennia Primary 4, a colorful sequel to Mercer Cutlery's Millennia knives! Seven professional knives each available in red, blue, green and yellow, perfect for adding a taste of color to any kitchen.

Focus POS

Focus POS Systems
Booth #1322
www.focuspos.com

Focus introduces myFocus Mobile, part of the myFocus WebSuite package. Always on the go but need to be in the know? myFocus Mobile provides powerful access to detailed sales, labor, audit and status information from an iPhone, Android or other mobile device. Features: Single Store Dashboard , Multi Store Dashboard, Manager Log , Drill-Down Details

PanSaver ECO™

PanSaver – M&Q Packaging
Booth #2111
www.pansaver.com.

A Bio-Based Alternative to Ovenable Pan Liners. PanSaver Eco™ has a smaller carbon foot print, partially made from canola oil (a sustainable resource). PanSaver Eco™ does not stick to your foods and is a stronger more durable liner.

NEW PRODUCT PREVIEW

PIPINQ Bags

PanSaver – M&Q Packaging
Booth #2111
www.pansaver.com.

Hygienic, value-added piping bags. Can be filled and refilled the whole day through, remains strong and reliable. Disposable PIPINQ bags save the user time and offer considerable cost savings, since the cleaning of cotton piping bags is eliminated.

ECO Write™ Kitchen Pens

PanSaver – M&Q Packaging
Booth #2111
www.pansaver.com.

Eco Write™ Kitchen Pens save you time and money. ECO Write™ works on non-porous surfaces. They are approved for indirect food contact. Eliminates paper waste and can be wiped off with a dry rag.

Juice Poppers™

Global Supplies & Commerce, Inc.
Booth #1601

These pearly balls of wonder burst in your mouth with juicy explosions. It's fun to eat and comes in mango, strawberry, orange, passion fruit, and lychee flavors. Put them in ice teas, use it as toppings for frozen yogurt and deserts. Come try it out and discover what you can do with Juice Poppers.

Starcall Solution

SJ SYSTEM
Booth #1029
www.sjpager.com

SJ SYSTEM is the leading company in supply of paging, communication and innovative systems to clients, both National and International, with "Looking for the customer".

Stainless Steel Mandolin

Update International
Booth #2042
www.update-international.com

Our stainless steel mandolins offer an ABS rotary dial for easy slice selection and thickness adjustment. The built-in blades eliminate dangerous blade handling. Features also include ergonomic handle, non-skid folding legs and a stainless steel safety holder.

Squirrel Mobility

Squirrel Systems
Booth #1537
www.squirrelsystems.com

Squirrel Mobility is a suite of mobile POS solutions that allows Windows tablets, Android tablets, and other devices like the Apple iPad operating Squirrel Professional point of sale software to be used alongside fixed touchscreen terminals.

Camshelving® Elements Series

Cambro
Booth #1706
www.cambro.com/elements

Camshelving® Elements composite material is as strong as steel. With a lifetime warranty against rust and corrosion, Elements is ideal for use in cold, hot, wet and dry environments. Elements features dishwasher safe, removable shelf plates embedded with Camguard® antimicrobial protection.

Commercial Series Refrigerator

Hoshizaki Western
Booth #1630
www.hoshizakiamerica.com

Hoshizaki's Commercial "B" Series reach-ins feature a stainless steel exterior, 2-3/8" thick, CFC free foam insulation throughout the box and a 2 year parts and labor and 5 year compressor warranty. Most models are ENERGY STAR® qualified.

Tilting Skillets and Stationary or Tilting Kettles

AccuTemp Products Inc.
Booth #1536

AccuTemp is pleased to announce the addition of Natural Gas and Electric heated, full size or countertop Tilting Skillets and Stationary or Tilting Kettles. These products will be backed by AccuTemp's Lifetime Service and Support Guarantee. See us at Booth #1536 for more info or visit us on the web at AccuTemp.net

Our Slip-Resistant Styles: Liberty and Guardian

SAS Shoemakers
Booth #1441
www.SASshoes.com

The SAS Slip-Resistant™ Comfort Shoes, Guardian™ for men, and Liberty™ for women come in 5 widths, Slim to Wide-Wide. In order to get the best fit possible, we offer true whole and half sizes for all day comfort.

Tournant™ High-Performance Food Blender

Hamilton Beach Commercial
Booth #1215
www.commercial.hamiltonbeach.com

Hamilton Beach Commercial® Tournant™ Food Blender is engineered to give chefs the blending confidence and control they need. The adjustable speed dial, high speed, pulse, and unique one-touch chopping function offer chefs variable speed options for food preparation.

Zesty Bloody Mary

American Beverage Marketers
Booth #2335
www.finestcall.com

Wow! Prepare to take a ride on the wild side when you embark upon this explosion of sharp celery flavor in the latest Finest Call Bloody Mary Mix. A stimulating, provocative, pleasantly sharp blend of spices highlighted by a heavy dose of celery, tempered with lemon juice and black pepper.

Bamboo Fiber 21 Oz Take out Box with Patented Lid

Ecopro Group Inc.
Booth #2320
www.ecoproco.com

With a resealable lid, this eight inch lunch box is perfect for food services. Customers will love these cellulose boxes that are similar in touch and looks to paper but are made of biodegradable bamboo fiber that will not absorb liquids.

Citrus Sour

American Beverage Marketers
Booth #2335
www.finestcall.com

Versatility is the key to the new Finest Call Premium Juice Citrus Sour – an even blend of single pressed lemon and lime juices rounded out with premium orange juice. Citrus Sour features 100% cane sugar, a touch of agave nectar and no artificial colors or artificial flavors. This delicious product can be used as the base for a top shelf margarita as well as function as a premium sweet & sour mix.

Lime Sour

American Beverage Marketers
Booth #2335
www.finestcall.com

Do you want the fresh taste of hand squeezed lemons and limes in your Margarita? Premium Juice Lime Sour features a heavy emphasis on single pressed key lime juice and is rounded out by a hint of single pressed lemon juice and orange juice. The product uses a blend of 100% cane sugar and agave nectar and features no artificial colors or artificial flavors.

NEW Soleil All-Weather Outdoor Sectional

Modern Line Furniture
Booth #1520
www.ModernLineFurniture.com

Premium Outdoor Style is defined by the breathtaking modern, modular curves of the NEW Soleil All-Weather Outdoor Sectional. UV resistant rattan,

creative seating configurations and nature inspired upholstery invite you to lounge for hours in the luxury of the sun.

The Crucial Detail Collection

Steelite International
Booth #2118
www.steelite.com

Steelite International & Crucial Detail announce the launch of an all new innovative and creative serviceware collection. Designer Martin Kastner's initial collection will include the Landscape Series, the Sectional, the Miska bowl and the Antiplate.

Pro-San LCR

Glacier Design Systems, Inc
Booth #1714
www.glacier-design.com

Pro-San LCR – Benefits Include: Kills 99.999% Bacteria! Clean & Sanitize all Hard Food Contact Surfaces Clean & Sanitize Bar Top Surfaces, Draft Beer Faucets, Drains Fruit & Vegetable Wash – Non Rinse – No Residue Neutralize Odors & Reduce Fruit Flies Tasteless, Odorless, Non-Corrosive Contains only FDA & USDA approved GRAS List Products Bio-Degradable, A USDA Bio-Based/Bio-Preferred Product

Xlerator Auto Hand Dryer

C&L Supply Company
Booth #1948
www.CandL conservation.com

REDUCE your restroom operating costs, The Xlerator Dries in 15 seconds or less, uses 80% less energy than a standard hand dryer and has a 95% cost savings vs. paper towels. 1000 hand dries uses just $0.50 worth of electricity.

Cafe Essentials Yogurt Lovers Choice

Dr. Smoothie Brands
Booth #2138
www.drsmoothiebrands.com

Natural Yogurt Lovers Choice is a non-fat delicious milky yogurty beverage with a hint of vanilla soft serve-like ending. Used primarily as a non-fat vanilla blend in for smoothies, it is also used as a base shake to add fruit, juice or syrups into. This all natural blend contains prebiotics and probiotics that deliver 2 billion live cultures per serving.

SA Vents

Equipex
Booth #1635
www.equipex.com

No Installation. Minimal assembly required. Standard 120V Power. Applications: convection or bake ovens, Panini grills, toasting equipment, pizza ovens, crepe makers, waffle bakers, induction cookers, steamers and similar Type 2 cooking equipment.

8" Wall Mount Faucet with swing spout

American Best Company, Inc.
Booth #1118
www.americanbestco.com

Seito Mobile Solution

Polywell/Seito
Booth #2045
www.seitopos.com/
www.polywell.com

Seito Mobile Solution employs professional wireless POS PDA and mini portable printer for wireless operation in food service industry. From placing order to process bill printing, you are now able to do this promptly just in front of the customers!

Cayenne® Heavy-Duty Induction Hot Plates

Vollrath Company
Booth #2306
www.vollrathco.com

Bring energy and operational efficiency to the back of the house with Vollrath's new Cayenne® Heavy-Duty Induction Hot Plates. Units are rated at an outstanding 90% energy efficiency and feature a highly controllable low-end 100°F temperature range, perfect for holding applications.

New Artisan Cheese Plate.

Lactalis Foodservice
Booth #2236

Lactalis Foodservice is proud to announce the newest member to our wide range of delicious cheese products, the Artisan Cheese Plate. This pre-portioned plate features four of our favorite imported specialty cheeses. Galbani Bel Paese, Boule D'OR Mimolette, President Emmental and Istara P'Tit Basque. The pre-portioned cheese plates give you a range of 1-1.25 ounces of each cheese in an easy-to-open package. It's ideal for hotels, the travel industry, catering, room service, and up-scale dining. Garnish with nuts and fruit and pair with wine or beer for even higher profits.

Chocolate Caramel Macchiato Freezer by Coffee House Freezers®

Boyd Coffee Company
Booth #1742
www.boyds.com

Macchiatos are popular coffeehouse beverages now there is a delicious frozen macchiato that's easy to make and serve. Its rich taste will increase your profits by creating repeat business and brand loyalty for your operation.

Root Beer Float Freezer by Coffee House Freezers®

Boyd Coffee Company
Booth #1742
www.boyds.com

We've capture the rich, delicious taste of an authentic, old-fashioned root beer float in an automatically dispensed form. It will attract the growing consumer segment seeking familiar, traditional flavors. It's an easy way to expand your sales and build your bottom-line profits.

New Electric Rice Cooker and Warmer

WINCO
Booth #1624

New technology, new design, no hassle Fingerprint-proof satin finish on heavy-duty stainless steel body Non-stick inner pot seals in moisture Energy efficient heat absorber system Automatically keeps rice warm for up to 6 hours Major electrical parts made in Japan ETL commercial safety and ETL sanitation listed Conforms to UL-197 & NSF-4 One year warranty

Get-A-Grip Chafing Dish Pan

WINCO
Booth #1624

Stainless steel construction Food pan is protected by patent Handles on the food make for easy transport

Tomato Slicer

WINCO
Booth #1624

Aluminum frame, stainless steel replaceable blade Cut a whole tomato into 3/16'' or 1/4'' thick slices, 2 dozen tomatoes in 1 minute Two handles make slicing safer and more comfortable Four rubber feet to prevent slipping and scratching on the work surface HDPE board ensures safe & durable food processing Table clip and one screw included

Norex SafeLite

Norex Enterprises, Inc.
Booth #2427
www.norex safelite.com

Norex Enterprises, a US manufacturer and supplier of tabletop products since 1971, has been serving the hospitality industry for over 40 years. Norex SafeLite®, a "Made in the USA" long lasting, rechargeable LED candle with a 14 year outstanding track record of commercial use is the ambiance lighting choice of cruise lines, hotels, resorts, restaurants, spas around the world.

As of press time – check website for up-to-date information